

# News

**News Page.** If you're from the British Isles you'll want to see this exclusive Bulletin feature. Turn to Page 14 today for a full page of British





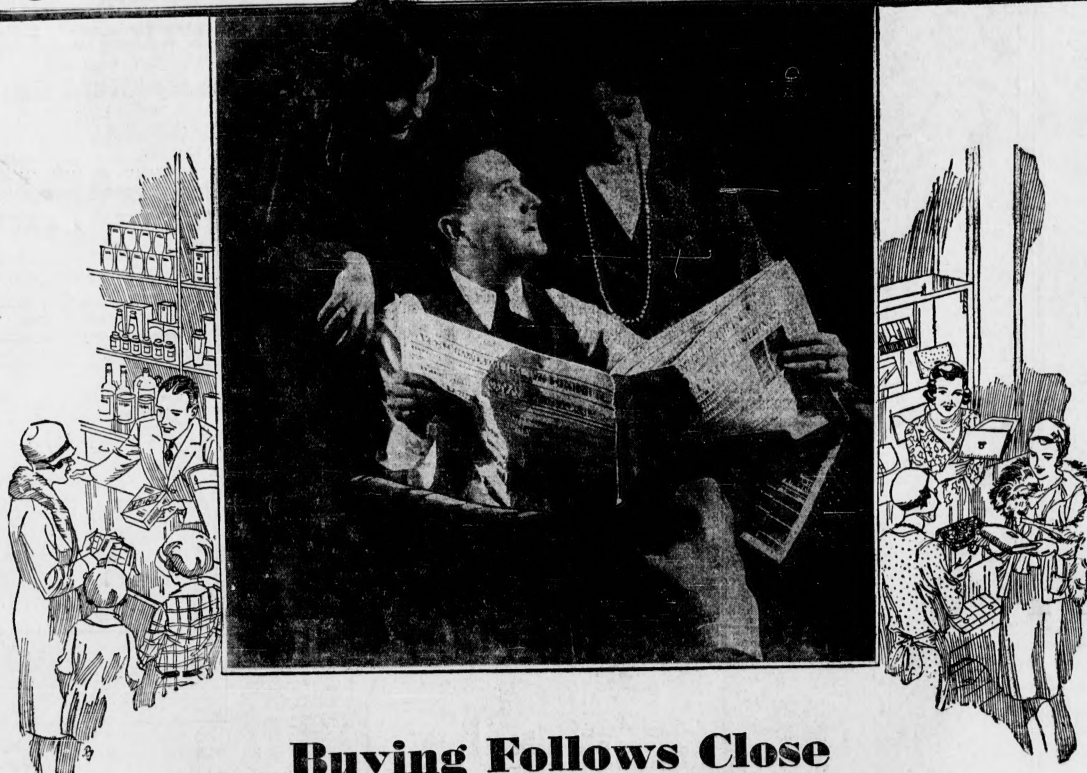
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# IMMEDIATE SALES IMPRESSIONS ARE CREATED BY DAILY NEWSPAPERS



## Buying Follows Close Upon Reading

Present day business conditions demand keen discrimination in the selection of advertising media. All other considerations are subordinated to that of---RESULTS.

Immediate sales are the goal. Every dollar must do a real selling job.

To-day, more than ever, manufacturers and retailers insist on direct cash returns from their advertising investment.

The daily newspaper stands out as the medium which best meets cash-register requirements.

Daily newspaper advertising spurs to immediate action.

It influences men and women to buy *now* the products advertised.

Response from daily newspaper advertising is assured. Business executives know that daily newspaper advertising moves to action vast groups of people quickly.

Manufacturers and retailers are analyzing their advertising investment more thoroughly to-day than ever before. They are insistent that their advertising must *sell*—and they know that the daily newspaper is the one sure medium for that purpose.

*This advertisement is sponsored by the Canadian Daily Newspaper Association*











# Goldilocks • Greet New Governor-General • Delores' Double



It's little Goldilocks herself in the person of charming Thelma Todd, featured screen player



Group at Halifax, N.S., following installation ceremony of Earl of Bessborough as governor-general. LEFT to RIGHT: Lord Ponsonby, young heir to the earldom; Lady Moyra, daughter of their excellencies Miss Mildred Bennett, sister of prime minister; Countess of Bessborough, Premier R. B. Bennett and Earl of Bessborough



Marian Marsh, featured screen player, and double of Dolores Costello, wife of John Barrymore, selected to play lead with him in forthcoming picture



Twelve-year-old Lucille Wiemers pans for gold near her home in the San Francisco Canyon, Calif., where many families are making as much as 75 cents to 80 dollars a day



Harold Schumacher, 20, can boast of being one of few players in major leagues to step from college diamond to fast company. Last year Schumacher was member of varsity team of Milligan College



Boat caravan on Min River. Floyd T. Smith, leader, and only white man in the expedition, is shown in the centre leaning against the mast



Private Mate Ban, American Legation guard, invested six shillings (\$1.50) in the Shanghai Sweepstakes. The marine won \$122,500 on his investment



—Copyright by Anna Seppelt— Jordan River is being harnessed to electrify all Palestine. ABOVE — View of river, showing workings along side



Clarence Chamberlin, noted transport pilot and of transatlantic fame, was forced to take ordinary rookie test all over again in order to qualify for his pilot's license. It seems he permitted his license to run out



Arm reliquary of St. George, made at about 1376, which contains the arm of St. George the Martyr, and which is among famous Guelph treasures now on display at Chicago Art Institute



Verne Warren Harshman, United States navy chief aviation pilot, afloat in rubber raft in which he spent six days before he was picked up



World's largest glass-bottom boat, through crystal keel of which 165 people can see wonders of Cataline's submarine gardens at one time. Boat, which is being launched at Wilmington, Calif., cost one million dollars



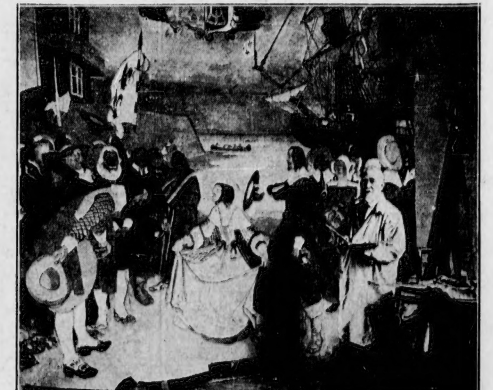
Miss Lorine Staley, pretty visitor to supreme court at Washington, D.C., displays old-time quill pens, supply of which has been kept on counsel's table for past 100 years



Miss Mildred Bennett (LEFT), sister of Premier R. B. Bennett, with Countess of Bessborough at the installation ceremony at Halifax, when Earl of Bessborough took the oath of office as Governor-General of Canada



Famous Japanese sculptor, Chozan Sato, putting the finishing touches to his statue, "An Ancient Goddess," his latest masterpiece, which will be placed on exhibition in museum in Japan



Delicate tribute to l'Entente Cordiale has been paid in decoration of new 42,500-ton Empress of Britain. Maurice Greiffenhagen, R.A., one of foremost painters in Great Britain, is seen putting finishing touches to his "Landing of Champlain at Quebec," in which Champlain is depicted presenting the governor to his wife. The mural will hang in main stairway of the lust









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**MARRIAGE**   
Author of 'HEART HUNTING' etc.

red or yellow of a barn or fast horse stood out against this background. The great feathered birds seemed to make a pattern of great squares.

Marcia sank to the rock. "I'm down, Jim," she said.

Jim drew her to his feet, took up his flares case and offered it to the girl. She declined. Jim took a lighter from his pocket, applied the flame to his own cigaret, and lit and smoked.

THE station was hardly romantic. For an instant Marcia eyed the young man disapprovively, then she smiled, drawing nearer: "Like old times, isn't it? Do you remember the last time we were here?"

Jim nodded. "Haven't been here since."

"You liked me then, you didn't want to send me away."

"I don't want to send you away now, either! There's no reason for you to leave. If anyone has to go I can be the one to do it."

Marcia's fingers stole over his face. "Please don't be cross, Jim." She smiled, "when I'm only trying

to telephone this afternoon but hadn't seen you for a whole week and the house was full of the women talking and acting as if making so much noise. I had to get away from it. And I didn't think there'd be any harm in seeing you for just a few minutes—" "But it's just as I've told you, I said again, "We mustn't go to bed with this sort of thing! No matter how harmless it seems it's wrong."

Marcia was quiet. Presently she raised eyes that were watery, admonishing. "Tell me," she said, "how

—would you care the same way? Would you, Jim?"

Jim snuffed out his cigaret. "I'm not looking at the girl," he said. "I always he fond of you," he told her. "I haven't the right to be anything else."

"I'll never forget that," she told him solemnly. "It's going to help me." Suddenly she buried her head against his shoulder, her arms clutching his. "Oh, Jim," the girl cried, "use you. I love you so much!"

His arms were around her. Her warm nearness was a challenge.

They looked at each other, then Jim's face was drained of color. "We'd better go back," he said.

He helped the girl to her feet and they started back toward the shoulder. Several times Marcia glanced at him, puzzled. She could not read the expression on his face.

When they were settled in the car, he asked him cautiously, "Jim—are you sorry?"

"I'm a fool!" he told her harshly. "It was the only answer the receiver gave me."

All the way to the city he was silent.

As a little gravel. The sun, hidden all day, suddenly emerged from the clouds and shone low in the west. It was nearly six when he let Marcia out at the cottage.

"Good night," she said, smiling and attending her hand.

"Good night, Marcia."

It did not occur to Jim that though he had been a farewell drive not once and the words "goodbye" been said. That evening he seemed to make an effort to be considerate of Ozyro. He raised the dinner and later suggested a trip down town to see the new

"That you, Gypsy?" he asked, "Say, how would it be if I asked Harriett to come to dinner tomorrow evening? We just found out he's leaving town next week for quite a long stay. We've never had him out, you know. I don't suppose you could manage it?"

"Why, of course, I'd love to help."

She told him 6:30 would be right. After hanging around and settling down on the telephone, Gypsy began to plan a campaign of activity. She was anxious that the dinner for Mr. Harbottle would be just right. Gypsy had the greatest admiration and respect for the aged lawyer. She had seen him occasionally since the first day she had gone to Jim's office and each

She was a tubercular, thin, tall, and very pale girl, telling her Harrison was her friend. The whole house must be spotless, she was the menu to plan. Gypsy decided to have dinner served on the porch if the day was warm. She telephoned to Cora and arranged to have the weekly cleaning done next day. Then there was a season with the mails, a hasty survey of food supplies, a trip to the market. When she came in from the trip, her own town Gypsy took off her hat and surveyed herself in the hall mirror. It occurred to her she needed shampoo. She went to the tele-

"I'll have a shampoo," Gypsy told herself, "and a finger wave and manure. I'll wear the printed chiffon smock and I want to look my best." She hurried through the rest of her list of tasks to be on time for the appointment at the beauty parlor.

Gypsy arrived promptly. There was a wait of several minutes and then a girl with a mass of jet black hair led her to a curtained booth. Louise's shop was the most expensive in Forest City. The walls and curtains were green and the furnishings green and red. Forest City's society had its

The tall girl worked dextrously with soap and water and rinsing sprays, she rubbed Gypsy's head with punctuations. Then she pressed the hair into waves, and plinned them in place. Finally she bound the girl's head with a thin cap.

Now come this way." She directed Gypsy to a vacant booth and adjusted the hair dryer. For half an hour the girl sat before the searing electric heat before the operator reappeared and snapped off the current.

The droning buzz of the hair dryer faded as the operator's hands

"But you have heard about Jim [Lacey]" the voice was saying. "He's going to leave his wife!"

**To Be Continued**







# LES CANADIENS WIN STANLEY SECOND YEAR IN ROW

Young Jack Thompson Regains World's Welterweight Boxing Championship Last Night

## TOM FREEMAN LOSES MATCH AT CLEVELAND

Champion Is Unable to Respond to Gong for Twelfth Round

By CHARLES HUNKLEY  
Associated Press Staff Writer  
CLEVELAND, April 15.—Tom Freeman, who lost the world's welterweight championship to Young Jack Thompson last night, was unable to respond to the gong for the twelfth round of the scheduled 15-round contest.

Freeman, who last year completely outclassed and, unable to, was forced to surrender when the bell rang for the start of the 12th round.

The battle was somewhat of a disappointment to the spectators who had hoped it would have ended in a decisive knockout or a fight to the finish.

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## EDMONTON BULLETIN PAGE 16 EDMONTON, ALBERTA, APRIL 15.

### Believe It or Not By Ripley



A SHOWBILLS ROBIN WOODEN  
KID ALONG  
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Wes Ferrell off to Good Start in New Season  
Associated Press  
CLEVELAND, Ohio, April 15.—Wes Ferrell has given a fine start to his new season in the Cleveland Indians.

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## WHITE ELEPHANTS 40 40



—Have Gone Into the Hands of Delighted Owners!  
There are still a good number of the whitest, smoothest and most desirable yet to go

These are the Better Class  
Essex 1928 - 1929 - 1930  
Almost like new, a little more money, but wonderful value, and other makes equally good.

YOUR LITTLE OLD CAR ALWAYS ACCEPTABLE  
AS PART PAYMENT  
ON DISPLAY AT OUR SHOWROOMS

The Freeman Co. Ltd.  
OPEN EVENINGS  
Cor. 101st St. and 107th Ave. Phone 25584 - 21972

## RECREATIONS ARE LEADING TEAM EVENT

Associated Press  
CLEVELAND, Ohio, April 15.—The Recreation Club has held its first meeting of the season.

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## Canadians Stage Demonstration for Goalie Gardiner

Associated Press  
MONTREAL, Quebec, April 15.—A group of Canadians staged a demonstration for the goalie of the Montreal Canadiens.

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### MARTELL

Three Star BRANDY  
Established 1715  
Highest quality Cognac, aged in wood.  
Bottled in France

Worth Tiltin'!

### WALKER'S "CANADIAN CLUB" WHISKY

SOLD THE WORLD OVER

WALKER'S Old Rye WHISKY  
AN INCOMPARABLE RYE

WALKER'S Old Rye WHISKY  
AN INCOMPARABLE RYE









## The Senator's Start

The Bulletin's Daily Short Story From Real Life  
by JOHN LOWELL

The senator from Transylvania looked back at his desk and pulled his chair up to it.

"When I was a boy in New England," he began.

"In my youth," he continued, "I was a senator."

"And today the people of my state can be thankful you are here," he said.

"I mean it," he said, "I mean it, I mean it."

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"If nobody calls me, I'll have the \$500 in the pot."

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## EATON'S STORE NEWS

Store Opens at 8:30 a.m. Closes at 5:30 p.m., Daily, Except Monday, 1:00 p.m. to 5:30 p.m.

### FAMILY DRUG SALE

Two Days—Thursday and Friday, April 16 and 17

ASPIRIN JR. large, SALE PRICE.....	1.95	WITCH HAZEL SOAP, SALE PRICE.....	5 Cakes 25c
PERIOXIDE, 1 ounce, SALE PRICE.....	1.95	SUNLIGHT SOAP, SALE PRICE.....	25 Bars \$1.00
PERIOXIDE, 2 ounce, SALE PRICE.....	1.95	PEARL WHITE, SALE PRICE.....	10 Bars \$1.00
PERIOXIDE, 4 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 8 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 16 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 32 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 64 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 128 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 256 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 512 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 1024 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 2048 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 4096 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 8192 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 16384 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 32768 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 65536 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 131072 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 262144 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 524288 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 1048576 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 2097152 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 4194304 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 8388608 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 16777216 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 33554432 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 67108864 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 134217728 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 268435456 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 536870912 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 1073741824 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 2147483648 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 4294967296 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 8589934592 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 17179869184 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 34359738368 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 68719476736 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 137438953472 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 274877906944 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 549755813888 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 1099511627776 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 2199023255552 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 4398046511104 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 8796093022208 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 17592186044416 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 35184372088832 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 70368744177664 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 140737488355328 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 281474976710656 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 562949953421312 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 1125899906842624 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 2251799813685248 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 4503599627370496 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 9007199254740992 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 18014398509481984 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 36028797018963968 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 72057594037927936 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 144115188075855872 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 288230376151711744 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 576460752303423488 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 1152921504606846976 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 2305843009213693952 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 4611686018427387904 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 9223372036854775808 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 18446744073709551616 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 36893488147419103232 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 73786976294838206464 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 147573952589676412928 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 295147905179352825856 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 590295810358705651712 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 1180591620717411303424 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 2361183241434822606848 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 4722366482869645213696 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 9444732965739290427392 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 18889465931478580854784 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 37778931862957161709568 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 75557863725914323419136 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 151115727451828646838272 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 302231454903657293676544 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 604462909807314587353088 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 1208925819614629174706176 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 2417851639229258349412352 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 4835703278458516698824704 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 9671406556917033397649408 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 19342813113834066795298816 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 38685626227668133590597632 ounce, SALE PRICE.....	1.95	JIFF, SALE PRICE.....	3 Packages 54c
PERIOXIDE, 77371252455336267181195264 ounce, SALE PRICE.....	1.95	SOAP FLAKES, SALE PRICE.....	3 Cakes 20c
PERIOXIDE, 154742504910672534362390528 ounce, SALE PRICE.....	1.95	CHIFFO, SALE PRICE.....	3 Packages 54c

# EATON'S

## Thursday—Friday—Saturday A Store-Wide Sale

A Leading Value for Every Spring Wardrobe

### Three-Piece Knitted Suits

Suits smarter, more swaggy and youthful, better made, than suits you'd expect to find at dollars more. Some are entirely of soft wools—the sleeveless blouse in a fine lacy knit and the jacket and skirt in a coarse twenty-weave. Others are a gleam with interwoven rayon threads. Kafta, purple, black, grey, green or orchid. Sizes 34 to 42. Save Money! SALE PRICE .....

—Second Floor

**\$4.95**

## Spring Hats



Worth \$2.95—and They Look It

Charming little hats that will make your everyday ensemble an affair of chic and grace. Straws in fine or lacey weaves, molded in all manner of new and flattering shapes. Flower and ribbon trimmed. Many large headsizes included. Save Money! SALE PRICE .....

**\$1.29**

—Second Floor

## Spring Coats for Less

Coats in the smart furless manner or with graceful touches of flattering summer furs. Every one is an economy prize for early shoppers. Friendly tweeds or dressy triclotines. Youthful in line—clever in detail styling—beautiful in finish. Sizes for women and misses and larger women's sizes. Save Money! SALE PRICE .....

**\$19.75**

—Second Floor

## Brown Fox Scarfs

Seldom such value in elegant fur scarfs! Fashioned of beautiful deeply furled skins in a glorious rich brown shade. They are well mounted and have fine long bushy tails. Save Money! SALE PRICE .....

**\$19.75**

—Second Floor

## Drapery Remnants

Half Price  
Usable lengths of rayon, cretonne, etc. Save Money!

10c to 94c

—Second Floor

## Carpet Sweepers

Full sized sweeper with self-oiling bearings, rubber treads and brushes. Save Money! SALE PRICE .....

**\$3.15**

## Waxed Paper

100 sheets waxed paper, 12x15 inches. Save Money! SALE PRICE, .....

**13c**

—Main Floor

## Slab Chocolate

Plain milk chocolate or with fresh peanuts. Save Money! SALE PRICE, .....

**29c**

—Main Floor

## A "Maple Leaf" Special



Rayon Voiles! "Wabasso" Prints! An Opportunity to Save Liberally on Materials for Spring and Summer Frocks

Beautiful fabrics woven for Spring and Summer frocks! The prints fresh and pretty for house dresses or children's togs. The voiles lovely as French chiffons and suitable for afternoon frocks and party wear.

Both woven to our order and in our own selection of patterns and colors.

The Rayon Voile, 59c Yard  
Shimmering and cobwebby as a French chiffon! Printed in dozens of glorious flower patterns—in every smart color contrast—light, bright or dark.

The "Wabasso" Prints 17c Yard  
Fine and smooth textured! Patterned with fresh we flowers—or bright little geometrics. All the Summer color! Guaranteed tubfast.

—Second Floor

## "Melody Lawn" Stationery

Fancy boxes containing 24 sheets white lawn paper and 24 well-gummed envelopes. 200 boxes only. Save Money! SALE PRICE .....

**15c**

—Main Floor

## "Wabasso" Slips

Snowy white cotton—hemstitched. 42 to 44-inch. SALE PRICE, .....

**25c Each**

—Staples, Second Floor

Look for "Not-Advertised" Cards Throughout the Store

## Six Only, Radios



Canadian General Lowboy demonstrates with handsome full mahogany cabinet and 7-tube receiver. No "trade-in" accepted. Save Money! SALE PRICE .....

**\$99.00**

—Available on Deferred Payments at an Equitable Extra Charge. —Second Floor

Back of this Page Another EATON Announcement

## Exceptional Values in New Footwear for Spring



### Makers' Clearance and Sample Lines

Shoes smart for street wear, for business or college. Charming with touches of contrasting or reptilian leathers—the lines slim-fitting and neat. Pumps, straps, ties—styled with spike, Cuban or low heels. Patent and dull leathers in black and brown. Sizes 3 to 8. Save Money! SALE PRICE, pair .....

**\$2.95**

—Second Floor

## Two Big Specials in Men's Pants

Shop at 8:30 Thursday Morning!

### Overall Pants

Waist overalls serviceably made of red backed blue denim in full-fitting sizes—32 to 44. Outside buttons, belt loops, adjustable back strap and five deep pockets. Reinforced with rivets. Save Money! SALE PRICE .....

**\$1.45**

SALE PRICE

### Long-Wearing Pants

Rare value! Men's grey striped melonkin, dark salt and pepper tweed, oxford and dark brown cotton worsteds make up this lot of 125 pairs. Belt loops and cuffs. Sizes 30 to 44. Save Money! SALE PRICE .....

**\$1.95**

SALE PRICE .....

—Main Floor

## White Overalls and Smocks

Overalls! The kind platters and pants wear. 300 style with hammer lug and three pockets. Sizes 32 to 44. Save Money! SALE PRICE .....

**89c**

SALE PRICE .....

—Main Floor

## Men's Heavy Bib Overalls



Recently made of sturdy blue and red black denim—front and back bib, double seam seams, "ironing" side flaps, seven pockets, and hammer lug. Sizes 32 to 44. Save Money! SALE PRICE .....

**\$1.59**

SALE PRICE .....

—Main Floor

## Men's Combination Overalls \$2.50

Choice of heavy khaki drill or blue denim in a style that's highly popular with motorists, mechanics and others. Neck has extension neckband while front is finished with indestructible snap fasteners. Bar-lacked at points of strain. Seven pockets. Sizes 36 to 44. Save Money! SALE PRICE, Each .....

**\$2.50**

## Mechanics' Caps

Made of blue denim, blue polka dot, khaki drill, khaki Bedford cord or black satteen capping in sizes 6 1/2 to 7 1/2, with washable peak. Save Money! SALE PRICE .....

**35c**

—Main Floor

## Extraordinary Values in Rayon Lingerie

Lovely lingerie of perfect quality. The rayon is satin-smooth in finish—a delightful weave in a fine knit or the non-run mesh. Every garment smart and comfortably fitting—in flower-bright hues with tailored contrasts or with dainty lace.

GOWNS  
PYJAMAS  
PANTIES AND BRASSIERES

SLIPS  
COMBINATIONS  
BLOOMER AND VEST SETS

Shop while the collection is at its lovely best. All sizes. SALE PRICE, Garment .....

BLOOMERS AND BRASSIERES

PETTICOCKERS

SALE PRICE, Garment .....

—Second Floor

**85c**

## Special Purchase, Priced for 8:30 Clearance Rainbow Substandard Light Service Hose

A Famous Line with Only Tiniest Flaws—Wonderful Value—A Limited Quantity PAIR 65c  
Lovely hose—silk to the garter hem, finely spun and resilient, trim fitting and flattering. Heels are the slender French panels. The sturdy, flatter, flatter-than-service texture—ideal for general wear. All sizes in smart spring shades. Save Money! No C.O.D.'s. SALE PRICE .....

**2 Pairs \$1.25**

## Clearaway! Women's Hose

A Nine-Thirty Shopping Price  
Rayon yarns are plaited over the wool or lisle threads beneath. Every pair of perfect quality! Every pair a wonderful economy! Grouped on the Sales tables, according to sizes. No C.O.D. orders. Save Money! 9:30 SPECIAL, SALE PRICE, 3 pairs \$1.00. —Second Floor

3 PAIRS \$1.00



## Rayon and Lisle Socks

A fortunate purchase of smart spring weight hose for business wear. They're knit with fine ribbed cuffs and heels and toe reinforcement for added wear. A wide pattern and color choice—all sizes. No C.O.D. orders. Save Money! SALE PRICE .....

**3 Pairs 85c**

—Main Floor

T. EATON CO. LIMITED